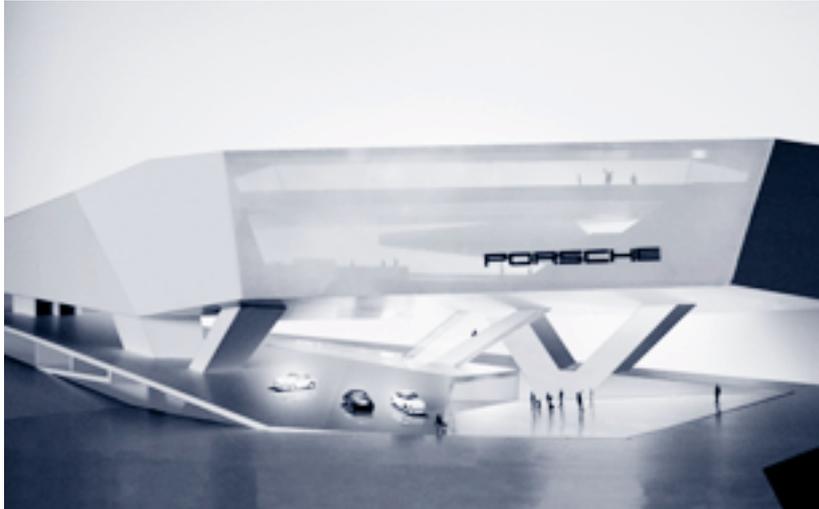


1. News from Porsche AG

New Porsche Museum



Construction work on the new Porsche museum at Porscheplatz in Zuffenhausen is to start this year. A total of 170 architectural practices from all over Europe tendered for the project, with the Delugan Meissl architects from Vienna winning the day. The Austrians' concept met with great approval from the specialist jury and the Porsche directors. "We want this new building at our headquarters in Zuffenhausen to be an architectural highlight that will be recognised far beyond the borders of Stuttgart", said Dr. Wendelin Wiedeking, the Chairman of Porsche AG.



A dynamically shaped monolithic body, which appears to float above the ground and the ground floor level, conceals a 5,000 square metre exhibition area, which will be used to present around 80 vehicles. The base of the building houses the entrance area and the foyer, which provides views of the workshop for historic vehicles and the archive. A museum shop, a visitor restaurant, a coffee bar, an exclusive restaurant with large roof terrace and an underground car park with space for over 300 cars round off the successful concept. The museum is scheduled to open in 2007.

Carrera 2/05
Porsche Club News Editor

Porsche Remains on Course for Success

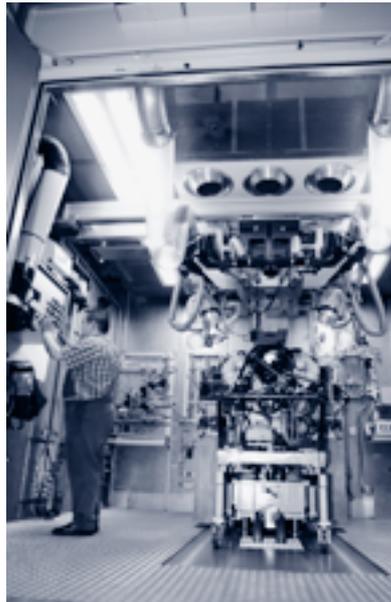


Good news at the Annual General Meeting of Porsche shareholders in Stuttgart on 28.01.2005: According to the preliminary figures, in the first half of the current 2004/05 financial year Porsche will make a pre-tax profit of 225 million Euro. This is a 6.5 percent increase on last year. Consolidated turnover has climbed by 3.4 percent to 2.95 billion Euro.

Vehicle sales were increased by 9.7 percent to 35,660 units, including 12,300 Porsche 911s (up 19.5 percent) and 19,200 Cayennes (up 13.3 percent). Boxster sales fell by 25.9 percent to 3,900 units, although the new Boxster generation means that significantly better results are expected for the second half of the year. Shareholders were rewarded for their trust with dividends of 3.94 Euro (per ordinary share) and four Euro (per preference share). "The success story continues", announced Dr. Wendelin Wiedeking.

Carrera 1/05
Porsche Club News Editor

New Engine Plant in Zuffenhausen



Since 10th January, Porsche has been producing at a new engine plant in Zuffenhausen – a masterpiece both inside and out. Externally this glass-fronted building, which was completed in just 14 months, demonstrates that even an industrial building can exude fascination and warmth. The facade was based on the external view of the Porsche Centres. The high level of incident light creates a feeling of openness and transparency inside and ensures a pleasant working environment. The plant, which cost 70 million Euro, has a floor space of 9,000 square metres and is notable for its optimised and clearly identifiable material flows and minimal distances – every part is available in the right place at the right time. The engines, between 100 and 150 V8 engines per day, are assembled on a single level and the 150 employees benefit from a perfectly ergonomical assembly line. After the extensive quality control procedures, the virtually zero noise, driver-



less transport system uses a master computer and magnetic navigation to convey the finished engines for dispatch – as well as the main Zuffenhausen plant, the new facility also supplies engines to Porsche Leipzig and to Valmet in Finland.

Carrera 1/05
Porsche Club News Editor

Porsche Deutschland GmbH

Porsche Deutschland Co-operates with the Ski Resort of Ischgl



guests to a “Cayenne shuttle service” and provided them with extensive information about the current Porsche model range.

A picture of a Porsche adorned the lift passes on the Silvretta cable car and all ski passes, while anyone arriving at the 2,300 metre Idalp could marvel at an original new 911 Carrera. At the central meeting point for skiers, the Carrera appeared in a heated glass case – protected from the wind and weather but clearly visible to on-lookers. And when it began to get dark in the evening, its headlights were turned on automatically to provide a very special kind of light.

It was just a shame that the increasing temperatures as the year progressed eventually melted those fantastic snow sculptures. But the Porsche legend lives on.

Anke Brauns
Porsche Deutschland GmbH



Ischgl, one of Austria’s most attractive skiing areas with 205 kilometres of piste and 42 lifts, had a strong association with Porsche in the past season. “The Porsche Legend” was the most spectacular product of the co-operation between Porsche Deutschland and the Austrian ski resort. With immense skill, the two sculptors Stefan Juen (Austria) and Toni Blättler (Switzerland) carved full-size models of a Porsche 911, a Boxster and a

Cayenne out of snow as part of the traditional snow sculpture competition. The 1.2 million visitors who come to Ischgl every season to enjoy the special flair of the resort agreed that it was a cool accomplishment.

There were excellent opportunities to bring the Porsche legend closer to a broad public, and this was achieved in various ways. Top hotels the “Trofana Royal” and the “Madlein” treated their

Porsche at the Geneva Salon



At the 75th Geneva Automobil-Salon exhibition, Porsche set fresh tones with the European premiere of the new 911 Cabriolet. The open top sports car was the eye-catching centrepiece of the 1,100 square meter stand in Hall 6 at the Palexpo exhibition centre. A total of 14 vehicles showed a representative cross section of the current range of models, while the engines on display provided an interesting insight into the drive technology. This year's

exhibition attracted more people than ever before: between 3rd and 13th March a total of 747,700 visitors were recorded.

Carrera 3/05
Porsche Club News Editor

Cayenne Feeling on the Golf Course



The concept and prototype team in Weissach have given an electric golf buggy the look of a Cayenne. Three months of development work were invested in the project. For example, an aluminium frame had to be welded on in order to fit a 1:3 scale version of the Cayenne's front end. The bonnet and wings are made of plastic. The Cayenne Caddie has a lighting system like the original, scaled down copies of the original rims and suggested end pipes for the exhaust system. Artificial leather seats and a steering wheel with the Porsche emblem round off the Cayenne outfit. After extensive and successful test drives, two examples have already been delivered.

Carrera 1/05
Porsche Club News Editor



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